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1-16. (canceled)

17. (currently amended) A method of content delivery operative in a content delivery network on behalf of participating content providers, the content delivery network managed by a content delivery network service provider and comprising a set plurality of content servers and a domain name service, and wherein participating content providers identify given content to be delivered over the content delivery network, comprising:

~~having a participating content provider associate~~ associating a content provider domain or subdomain with a domain managed by a the content delivery network service provider so that DNS queries to the content provider domain or subdomain are resolved by the content delivery network domain name service;

for a given piece of content identified by a participating content provider, specifying, as metadata, a given content control requirement to be applied to the given piece of content when the given piece of content is served from the content delivery network;

communicating the metadata for the given piece of content to the set plurality of content servers;

resolving a ~~client~~ DNS query to the content provider domain or subdomain to an IP address of a given content server in the set plurality of content servers, wherein the DNS query is resolved by the content delivery network domain name service using the domain managed by the content delivery network service provider in lieu of the content provider domain or subdomain; and

at the given content server of the plurality of content servers, receiving a request for the given piece of content, determining whether a participating content provider has specified a content control requirement for the given piece of content and, if so, applying the given content control requirement specified in the metadata prior to serving the given piece of content from the given content server.

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18. (previously presented) The method as described in Claim 17 wherein the content provider domain or subdomain is associated with the domain managed by the content delivery network service provider through a DNS canonical name.

19. (currently amended) The method as described in Claim 17 wherein the metadata is communicated to the set plurality of content servers in a header.

20. (currently amended) The method as described in Claim 17 wherein the metadata is communicated to the set plurality of content servers in a configuration file.

21. (previously presented) The method as described in Claim 20 wherein the configuration file is provisioned via an extranet application.

22. (first occurrence, previously presented) The method as described in Claim 17 wherein the given content control requirement enforces a given authentication method or a given access control method.

22. (second occurrence, canceled)

23. (previously presented) The method as described in Claim 17 wherein the metadata is a request metadata component.

24. (previously presented) The method as described in Claim 17 wherein the metadata is a response metadata component.

25. (currently amended) A method of content delivery operative in a content delivery network on behalf of participating content providers, the content delivery network managed by a content delivery network service provider and comprising a set plurality of content servers and a domain name service, and wherein participating content providers identify given content to be delivered over the content delivery network, comprising:

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~~having a participating content provider alias~~ aliasing a content provider domain to a domain managed by a the content delivery network service provider so that DNS queries to the content provider domain are resolved by the content delivery network domain name service, wherein the content provider domain is part of a URL identifying a given piece of content published by the participating content provider;

for the given piece of content identified by a participating content provider, specifying, as metadata, a given content control requirement to be applied to the given piece of content when the given piece of content is served from the content delivery network;

resolving a ~~client~~ DNS query to the content provider domain to an IP address of a given content server in the set plurality of content servers, wherein the DNS query is resolved by the content delivery network domain name service using the domain managed by the content delivery network service provider in lieu of the content provider domain; and

at the given content server of the plurality of content servers, receiving a request for the given piece of content, determining whether a participating content provider has specified a content control requirement for the given piece of content and, if so, applying the given content control requirement specified in the metadata prior to serving the given piece of content from the given content server.

26. (currently amended) The method as described in Claim 25 further including the step of communicating the metadata to the set plurality of content servers.

27. (currently amended) The method as described in Claim 26 wherein the metadata is communicated to the set plurality of content servers via a configuration file.

28. (previously presented) The method as described in Claim 25 wherein the given content control requirement invokes a security mechanism.

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29. (previously presented) The method as described in Claim 25 wherein the given piece of content is one of: a markup language page, an embedded object of a markup language page, a media file, and a software download.

30. (previously presented) The method as described in Claim 17 wherein the given piece of content is one of: a markup language page, an embedded object of a markup language page, a media file, and a software download.

31. (currently amended) The method as described in Claim 25 wherein the ~~alias is~~ step of aliasing uses a DNS canonical name (CNAME).

32. (currently amended) The method as described in Claim 17 wherein the metadata is communicated to the set plurality of content servers in one of: a request string, a header, and a configuration file.

33. (currently amended) A method of content delivery operative in a content delivery network on behalf of participating content providers, the content delivery network comprising a set plurality of content servers and a domain name service (DNS), and wherein a participating content provider identifies given content to be delivered over the content delivery network by aliasing a content provider domain or subdomain to a domain managed by a content delivery network service provider so that DNS queries to the content provider domain or subdomain are resolved by the content delivery network domain name service, comprising:

for a given piece of content, specifying, as metadata, a given content control requirement to be applied to the given piece of content when the given piece of content is served from the content delivery network;

communicating the metadata for the given piece of content to the set plurality of content servers in the content delivery network;

resolving a ~~client~~ DNS query to the content provider domain or subdomain to an IP address of a given content server in the set plurality of content servers by having the

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content delivery network domain name service resolve the domain managed by the content delivery network service provider in lieu of the content provider domain or subdomain;

at the given content server of the plurality of content servers, receiving a request for the given piece of content and applying the given content control requirement specified in the metadata; and

serving the given piece of content from the given content server after the given content control requirement has been applied.

34. (currently amended) The method as described in Claim 33 wherein the metadata is communicated to the set plurality of content servers in the content delivery network by one of: a request string, a header, and a configuration file.

35. (previously presented) The method as described in Claim 34 wherein the configuration file is provisioned via an extranet application.

36. (previously presented) The method as described in Claim 33 wherein the given content control requirement enforces a given authentication method.

37. (previously presented) The method as described in Claim 33 wherein the given content control requirement enforces a given access control method.

38. (previously presented) The method as described in Claim 33 wherein the given content control requirement invokes a security mechanism.

39. (previously presented) The method as described in Claim 33 wherein the given piece of content is one of: a markup language page, an embedded object of a markup language page, a streaming media file, and a software download.